

"ALADDIN"

HOUSEHOLD FIXTURE SETS



TRADE MARK REGISTERED

FRANK H. STEWART ELECTRIC COMPANY

37 and 39 North Seventh Street

:

Philadelphia



"ALADDIN"
HOUSE-HOLD
FIXTURE SETS



Aladdin Household Fixture Sets are arranged in complete groups for living-room, dining-room and hall. Every home has these three rooms. The important difference between any two houses is only in the number of extra rooms besides these three. Regardless of how many bedrooms, bathrooms, kitchens, pantries, closets, and servants' rooms there may be there always are in every house a living-room, dining-room and hall.

Based on this fundamental principle we have arranged these Aladdin Household Fixture Sets for your convenience in selection.

Easy to Buy and Easy to Sell

PROFITS are insured—you know them in advance.

Your customer makes one selection—and your sale is accomplished.

Convenience in ordering.

Satisfaction in selling.

Substantial profit throughout.

Our fixture parts are all made of solid brass. Consequent finer appearance and higher quality.

Each set represents the greatest fixture value possible at the price quoted.

This entire selling plan is perfectly worked out—read the next four pages.

Then go out after business.

You will get it, be sure.

And you will make money, too.

Now, then——

Aladdin was an Arabian fisher boy who found one day while idling along the shore of a neighboring water a strange and peculiar kind of lamp. The metal was tarnished and as he tried to polish it, lo and behold, the clouds above him broke and a gigantic person appeared before him promising to do whatever Aladdin wished.

This strange and peculiar looking lamp became thereafter known as Aladdin's magic lamp and from the traditions associated with this wonderful lamp have we decided to name our own noteworthy lighting fixture sets "Aladdin Household Fixture Sets."



By Way of Introduction

HERE is the greatest selling plan ever devised. It stands on the rock-bottom foundation of merchandising experience and does by its own very nature carry along with it increased sales and larger profits for you.

It's a selling plan that works like magic, yet the idea underlying it is as simple as two and two are four.

Aladdin Household Fixture Sets are based upon the fundamental principle that all homes consist primarily of a living room, dining room and hall. The number of other rooms such as kitchens, bathrooms, bedrooms and pantries vary according to the whim of the owner.

Aladdin Household Fixture Sets are arranged in complete groups for dining room, living room and hall. Fixtures for extra rooms and the less important rooms are illustrated on pages 16 to 20. Your customer makes ONE SELECTION and the sale is complete. If additional fixtures are wanted merely state the fixture number. All prices are plainly marked.

CONVENIENCE IN SELLING

IN the first place you don't have to figure out your cost—you can see your cost. This is a great advantage for you because you can make quotation after quotation to your customer without stopping to figure for one minute.

You can make your sales quickly and you can make more sales than you have been making in the past because of the fact that your proposition has been so carefully planned and worked out.



CERTAINTY OF SALES

THE argument of price cannot stand in the way of your making a sale now. We have figured our cost down to a fraction of a cent. You are here given the advantage of our close buying and close figuring. We are able to offer these high quality modern lighting fixture sets at such notably low prices because of the fact that we are selling them in such immensely large quantities.

LOW-PRICED, HIGH-QUALITY FIXTURES

STANDARDIZATION is the watchword of big business to-day. All the units going into the Aladdin Household Fixture Sets have been properly standardized and are now interchangeable. If a customer prefers dining room fixture from Set No. 2 rather than the one shown in Set No. 4 it is the easiest thing in the world for you to interchange these standardized fixtures. They have been manufactured in immense quantities from standardized fixture parts and for that reason we are able to offer these sets to you at prices that enable you to make such substantial profits.

Attention is called to the fact that our fixtures are made of Solid Brass throughout and that particular care is given to the assembling and finishing of all parts. All this goes to increase the value of these fixtures to you from the point of view of ease in making sales. Your customer is benefited in the finer appearance and higher quality of the fixtures.

OPPORTUNITY

NEVER before has it been possible to get so much fixture value for one's money as is here offered in this booklet. Each set represents the most that can be purchased at the price quoted. Naturally, those up-to-date dealers who are among the first in their town to sell Aladdin Household Fixture Sets will reap the largest harvest of sales.



QUALITY

QUALITY is one of the strongest arguments to use in making a sale. When you add to this the self-evident "full to the brim value" represented in these lighting fixtures of distinction, you have presented to your customer a proposition that absolutely must be accepted.

SALES POSSIBILITIES

YOU can now go for and get fully 50 per cent of the fixture business that you have hitherto permitted to pass by. For you are equipped to satisfy the desire of even the most discriminating taste.

Here in your own neighborhood people are building new houses—they are your prospects. People are using gas fixtures but are not satisfied with the results obtained (few people really are satisfied with gas)—they are your prospects. People who now have electric fixtures installed but who want a more modern lighting equipment are also your prospects. Why, everyone who has a home, everyone who needs light, needs you and Aladdin Household Fixture Sets.

All people want to have beautiful lighting fixtures but most of them think it costs too much. Here is your opportunity to show them how economical good light really is. Here is your opportunity to increase your sales and add to your profits.

The time to take hold of this proposition is to-day. To-morrow never comes. Many a man has missed the chance of his lifetime by putting off for to-morrow what he could have done to-day. Get right on the job now. Look through this book again. Acquaint yourself with the entire proposition thoroughly. Then go out after business, and get it.



WE WILL HELP YOU

WE have prepared booklets the same size as this, inserted in envelopes ready for you to mail to your prospects. They are full of appeal and argument tending to make the retail customer place a fixture order with you. These booklets we shall be glad to send to you absolutely free of charge. All we ask is that you be in an open frame of mind—ready to push Aladdin Household Fixture Sets.

GENERAL SPECIFICATIONS

ALL fixtures are carried in stock wired complete with key sockets in the case of direct lighting, and with keyless sockets in the case of semi-indirect lighting. We use Association Sockets.

If pull sockets are to be furnished they will be charged for at 35c. per light extra.

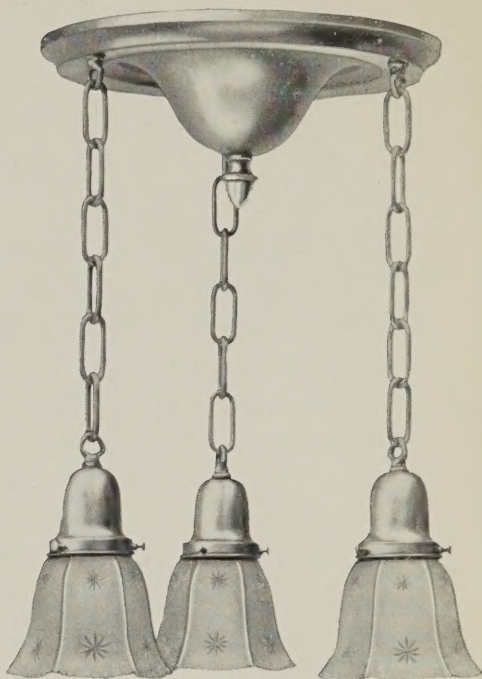
All fixtures are fitted with Crowfeet. If Hickey Insulating Joints are desired there will be an additional charge of 40c. per fixture.

PACKING AND SHIPPING

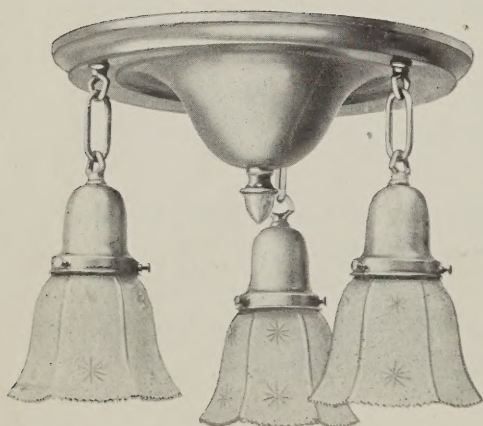
ALADDIN Household Fixture Sets are packed in individual corrugated boxes. One complete fixture to a box. The box is attractively labelled and marked and all ready in our stock rooms waiting for your order to ship. Aladdin Household Fixture Sets can be forwarded to you in less than two days after we get your order.



Hall—No. 1H
Finish, Brushed Brass
Length, 15 inches. 2¼ inch Fitter
\$1.88, wired complete as shown.



Dining Room—No. 1D
Finish, Brushed Brass
Length, 20 inches. Plate, 12 inches diameter.
\$6.90, wired complete as shown.



Living Room—No. 1L
Finish, Brushed Brass
Length, 12 inches. Plate, 12 inches diameter.
\$6.22, wired complete as shown.

ALADDIN SET No. 1

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
Made in the always popular Brush Brass finish. Simple in design, yet elegant in appearance. Exceptionally low priced

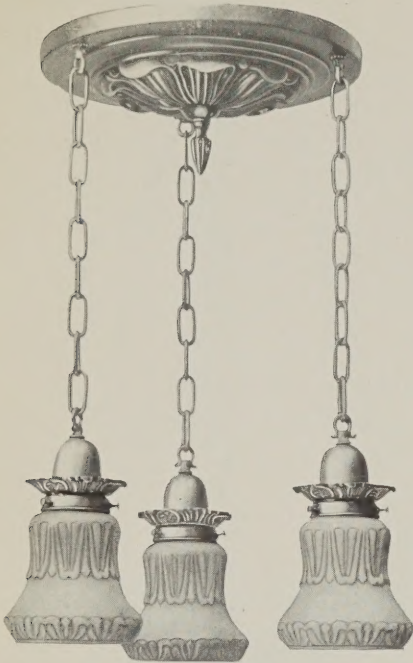
Three fixtures wired complete with shadeholders, key sockets and glassware as shown

\$15.00 complete

By far the greatest Fixture value that one could obtain for this amount of money.



ALADDIN HOUSEHOLD FIXTURE SETS



Dining Room—No. 2D
Finish, Brushed Brass and Black
Length, 22 inches. Plate, 12 inches diameter.
\$11.70, wired complete as shown.



Hall—No. 2H
Finish, Brushed Brass and Black
Length, 19 inches. 2¼ inch Fitter.
\$4.35, wired complete as shown.

ALADDIN SET No. 2

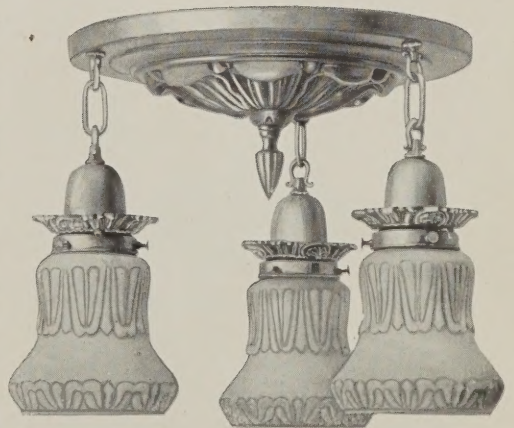
All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
An artistically designed set in which the glassware matches perfectly the ornamentation of the brass parts

Three fixtures wired complete with shadeholders, key sockets and glassware as shown

\$27.00 complete

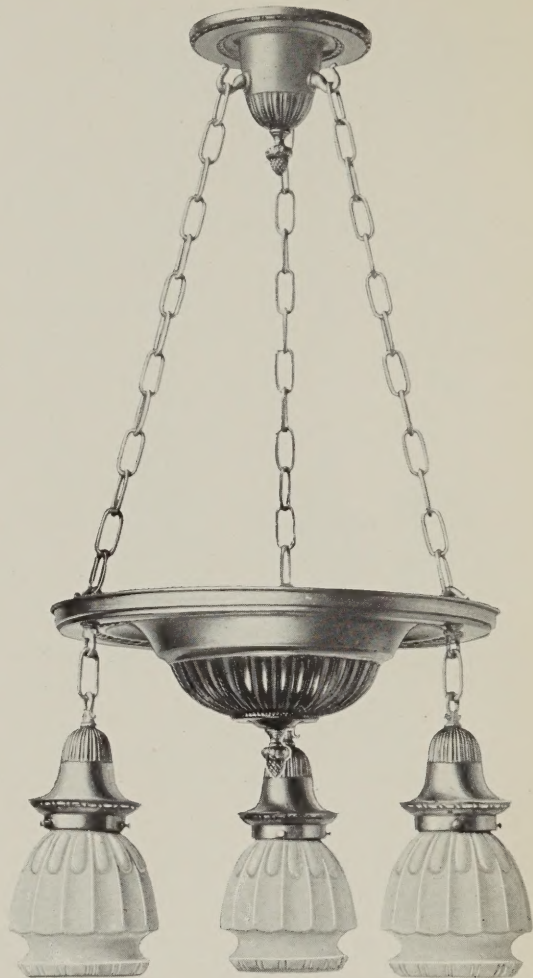
Fine quality of brass and careful attention to details of finish. Truly, lighting fixtures of distinction.



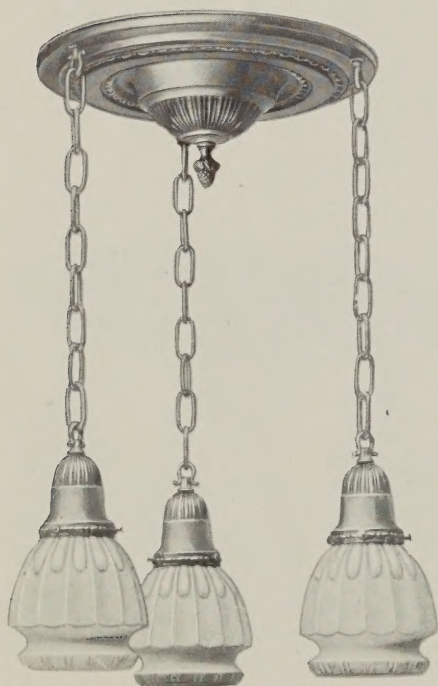
Living Room—No. 2L
Finish, Brushed Brass and Black
Length, 12 inches. Plate, 12 inches diameter.
\$10.95, wired complete as shown.



Hall—No. 3H
Finish, Brushed Brass and Black
Length, 19 inches. $3\frac{1}{4}$ inch Fitter
\$4.87, wired complete as shown.



Dining Room—No. 3D
Finish, Brushed Brass and Black
Length, 32 inches. Plate, 14 inches diameter
\$18.00, wired complete as shown



Living Room—No. 3L
Finish, Brushed Brass and Black
Length, 21 inches. Plate, 12 inches diameter
\$13.13, wired complete as shown

ALADDIN SET No. 3

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
The clean-cut design and the high quality finish show up to marked advantage in these sturdily constructed fixtures

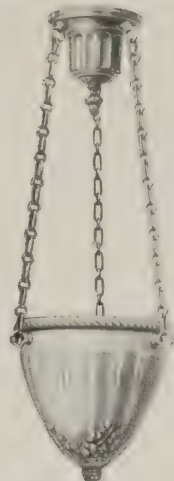
Three fixtures wired complete with shadeholders, key sockets and glassware as shown

\$36.00 complete

Aladdin Household fixtures are durably built and will outlast all others.



Dining Room—No. 4D
Finish, Brushed Brass and Black
Length, 34 inches. Spread, 15 inches
\$18.00, wired complete as shown



Hall—No. 4H
Finish, Brushed Brass and Black
Length, 30 inches. Diameter of bowl, 7½ inches
\$12.00, wired complete as shown



Living Room—No. 4L
Finish, Brushed Brass and Black
Length, 35 inches. Spread, 17 inches
\$22.50, wired complete as shown

ALADDIN SET No. 4

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
A gracious harmony and blending of soft curves and intricate designs, give to these fixtures the elegant appearance their quality deserves.

Three fixtures wired complete with shadeholders, key socket and glassware as shown

\$52.50 complete

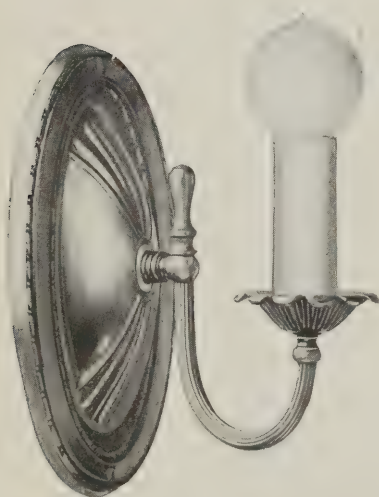
Pleasing elegance is the engaging characteristic of this beautiful set.



ALADDIN HOUSEHO



No. 9BL—Side Light for Living Room
or Bed Room
Finish, Brushed Brass and Black
Old Gold Silk Shade
Extends 5 inches
\$9.00, wired complete as shown.



No. 9BD—Side Light for Dining Room
or Bed Room
Finish, Brushed Brass and Black
Extends 5 inches
\$6.00, wired complete as shown

These two brackets have been
designed particularly to match
the fixtures in Aladdin Set
No. 9.



Dining Room—No. 9D
Finish, Brushed Brass and Black
Length, 36 inches. Spread, 16 inches
\$39.00, wired complete as shown

This is our Set de Luxe and we take
particular pride in this combination of
quality, beauty, and scientific construction.

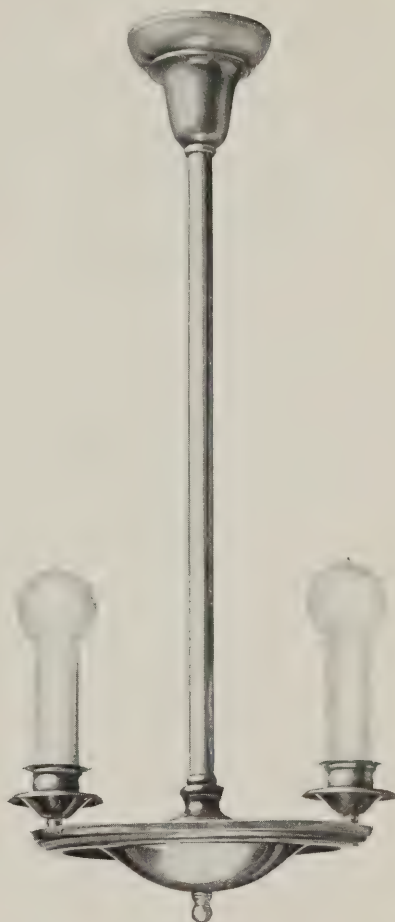
Designed primarily for installation in the
most fashionable homes.

Note the correct design of the artistic
brackets, quoted separately.

OLD FIXTURE SETS



Living Room, No. 9L
Finish, Brushed Brass and Black
Old Gold Silk Shades
Length, 36 inches. Spread, 20 inches
\$54.00, wired complete as shown



Hall—No. 9H
Finish, Brushed Brass
Length, 30 inches. Oval Plate, 10 inches long
\$15.00, wired complete as shown

ALADDIN SET No. 9

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall

Three fixtures wired complete with shadeholders, key socket and glassware as shown

\$108.⁰⁰ complete

Candelabra fixtures are now being used in the most fashionable homes, country clubs and hotels. The modeling of the arms and the general curvature of these artistic fixtures belong very decidedly to that graceful style now so much in vogue.



Hall—No. 5H
Finish, Brushed Brass and Black
7 $\frac{3}{4}$ inches diameter on top
Diameter of globe, 8 inches
\$2.25, wired complete as shown



Dining Room—No. 5D
Finish, Brushed Brass and Black
Length, 26 inches. Diameter of bowl, 16 inches
\$13.50, wired complete as shown



Living Room—No. 5L
Finish, Brushed Brass and Black
Length, 36 inches. Plate, 12 inches diameter
\$14.25, wired complete as shown

ALADDIN SET No. 5

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
An example of the clinging curves employed by the old-time masters, now applied to modern lighting equipment

Three fixtures wired complete with shadeholders, key socket and glassware as shown

\$30.00 complete

In Aladdin Household fixtures are embodied the correct modern lighting principles.



Living Room—No. 8L
Finish, Brushed Brass and Black
Length, 36 inches. Spread, 18 inches
\$36.00, wired complete as shown



Hall—No. 8H
Finish, Brushed Brass
Length, 16 inches
Diameter of bowl, 10 inches
\$9.00, wired complete as shown



Dining Room—No. 8D
Finish, Brushed Brass and Black
Length, 36 inches. Diameter of bowl, 16 inches
\$30.00, wired complete as shown

ALADDIN SET No. 8

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
Note the bold modelling of the bowl on the dining-room fixture, and the effective artistry displayed in the designing of the hall and living-room units.

Three fixtures wired complete with shadeholders, key socket and glassware as shown

\$75.00 complete

Our reputation and absolute guarantee stand back of every Aladdin Household fixture.



Hall—No. 6H
Finish, Brushed Brass
Length, 16 inches. Diameter of bowl, 10 inches
\$9.00, wired complete as shown



Dining Room—No. 6D
Finish, Brushed Brass and Black
Length, 36 inches. Diameter of bowl, 14 inches
\$17.25, wired complete as shown



Living Room—No. 6L
Finish, Brushed Brass and Black
Length, 34 inches. Diameter of bowl, 16 inches
\$23.25, wired complete as shown

ALADDIN SET No. 6

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall

"Like a living planet of the universe it sheds forth its gentle rays embracing every nook and corner with its soft and generous light"

Three fixtures wired complete with shadeholders, key socket and glassware as shown

\$49.50 complete

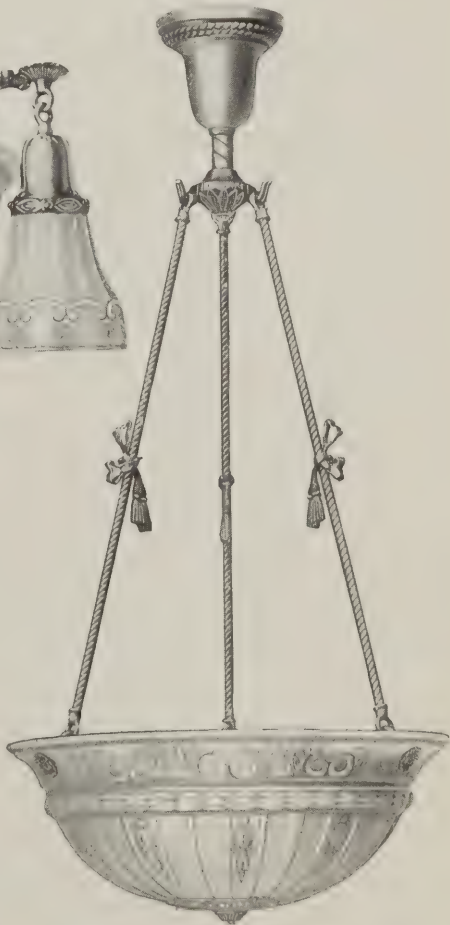
All the rays are diffused equally—no glare no shadow. Good light is resting and healthful to the eyes.



Dining Room—No. 7D
Finish, Brushed Brass and Black
Length, 36 inches, Spread, 21 inches
\$30.00, wired complete as shown



Hall—No. 7H
Finish, Brushed Brass
7 inches diameter on top
Diameter of globe, 8 inches
\$9.00, wired complete as shown



Living Room—No. 7L
Finish, Brushed Brass and Black
Length, 36 inches. Diameter of bowl, 16 inches
\$28.50, wired complete as shown

ALADDIN SET No. 7

All parts made of Solid Brass.

Consisting of fixtures for Living Room, Dining Room and Hall
The science of the illuminating engineer has been followed out implicitly in the efficient construction of Aladdin Household fixtures.

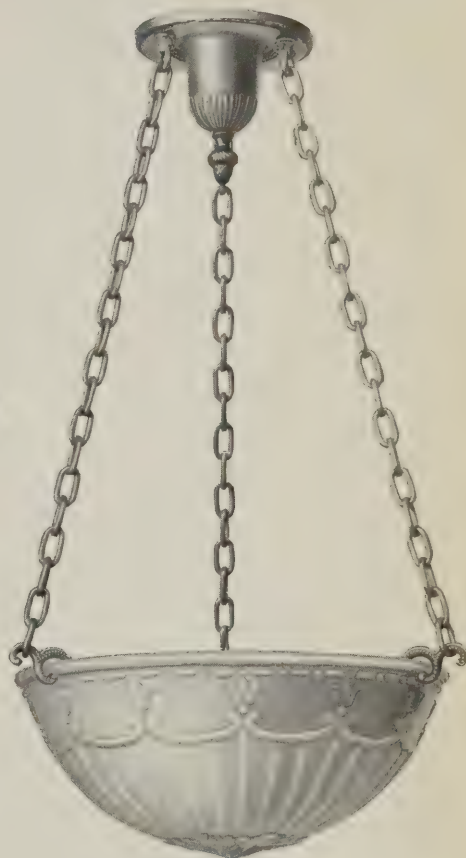
Three fixtures wired complete with shadeholders, key socket and glassware as shown

\$67.50 complete

The scientific construction of Aladdin Household fixtures insures perfect distribution of light.



Bedroom or Hall—No. 10H
Finish, Brushed Brass and Black
Length, 36 inches. Spread, 12 inches
\$11.25, wired complete as shown



Dining Room or Living Room—No. 10D
Finish, Brushed Brass and Black
Length, 34 inches
Diameter of bowl, 12 inches
\$18.00, wired complete as shown



ADDITIONAL FIXTURES

For homes having more than three main rooms these well-built, correctly designed fixtures are illustrated for your convenience in making an added selection.



Bedroom or Hall—No. 10B
Finish, Brushed Brass
Length, 34 inches. Spread, 15 inches
\$15.00, wired complete as shown

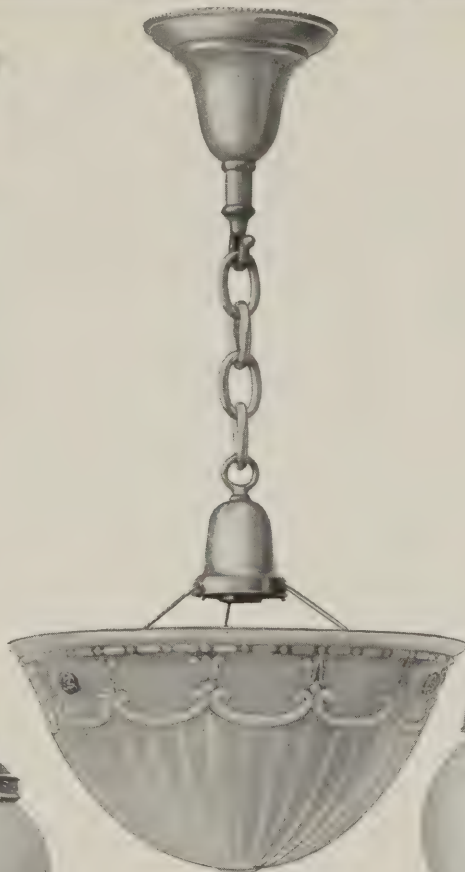
FOR PORCH, BEDROOM, BATHROOM AND KITCHEN

A very fine assortment is shown on the following pages. There are a few suggestions on page twenty, in the way of distinctive portables for the library, living-room and boudoir.

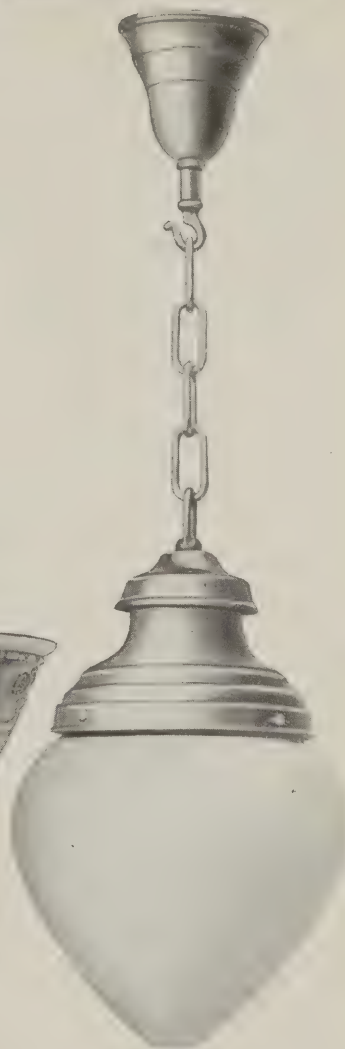
All parts made of Solid Brass.



No. CV
Regular Tungsten or Nitrogen Unit
Length, 36 inches. 6 inch Fitter
\$9.75, wired complete as shown
(Edison base socket)



No. CS
Regular Tungsten or Nitrogen Unit
Length, 36 inches.
Diameter of Bowl, 12 inches
\$15.00, wired complete as shown
(Edison base socket)



No. CT
Nitrogen Unit
Length, 36 inches. 8 inch Fitter
\$12.75, wired complete as shown
(Mogul base socket)

COMMERCIAL LIGHTING

All parts made of Solid Brass.

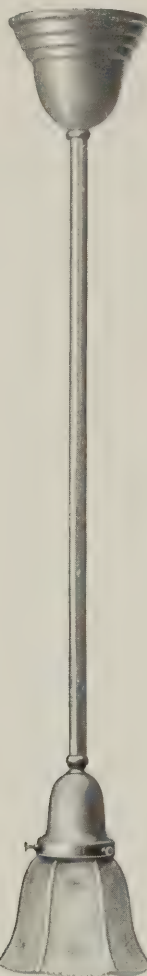
FOR the illumination of stores, offices, factories and theatres we are proud to offer "Aladdin Commercial Units." They are scientifically constructed and are guaranteed to give the most efficient light possible.

The cone shaped globes are made of the well-known "Ultralite" glass and diffuse all the rays thoroughly and equally—no glare, no shadow. Aladdin Commercial Units give the highest possible efficiency with the least absorption of light, yet the filament of the lamp cannot be seen.

An installation of these commercial units will make you proud of your store—the healthfulness of the light will make your employees give you better service.



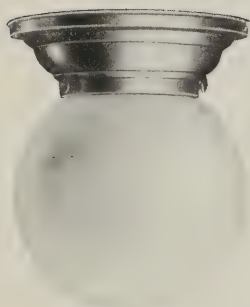
Porch—No. R
Finish, Brushed Copper
Diameter of top, 7 inches
\$2.25, wired complete as shown
Solid Copper



Kitchen—No. P
Finish, Brushed Brass
Length, 36 inches
\$2.63, wired complete as shown



Porch—No. M
Finish, Brushed Copper
Diameter of top, 7 inches
\$2.25, wired complete as shown
Solid Copper



Porch—No. N
Finish, Brushed Copper
Diameter of top, 6 inches
\$1.20, wired complete as shown
Solid Copper

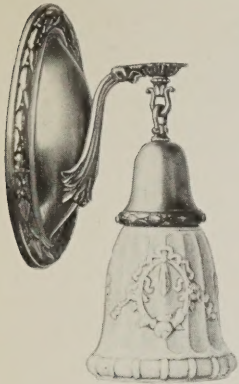


Porch—No. Q
Finish, Verdegris
Diameter of top, 7 inches
\$3.60, wired complete as shown
Cast Iron

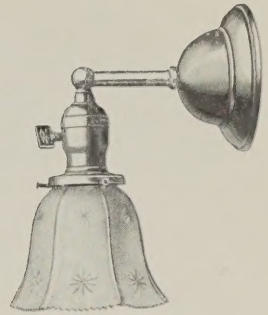
FOR THE PORCH AND KITCHEN

PORCH FIXTURES must withstand the action of the weather. For that reason we have made these of Solid Copper (brushed copper finish) with the exception of No. Q, which is made of Cast Iron (verdegris finish). All are wired with porcelain receptacles.

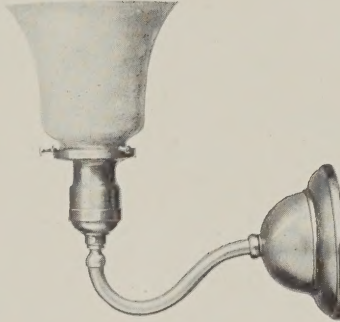
The Kitchen Pendant is made of solid brass (brushed brass finish).



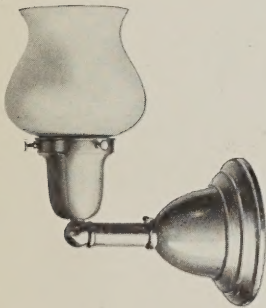
Bedroom—No. F
Finish, Brushed Brass and Black
Extends 7 inches
\$4.50, wired complete as shown



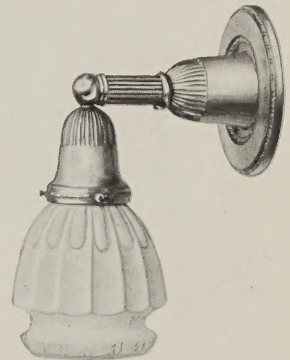
Bedroom—No. C
Finish, Brushed Brass
Extends 6 inches
\$1.65, wired complete as shown



Bedroom—No. G
Finish, Brushed Brass and Black
Extends 8 inches
\$2.85, wired complete as shown



Bedroom—No. K
Finish, Brushed Brass
Extends 6 inches
\$2.25, wired complete as shown
For Bathroom
Nickel Finish \$2.48
White Enamel 2.70



Bedroom—No. E
Finish, Brushed Brass and Black
Extends 6 inches
\$3.60, wired complete as shown

BED-ROOM AND BATH-ROOM BRACKETS

All parts made of Solid Brass.

THE assortment shown here has been designed to match the various fixtures illustrated in the Aladdin Household Fixture sets. A bracket on either side of the dresser will make Milady's Boudoir more comfy and cozy than could be imagined.

Aladdin Brackets are constructed with the same care and are of the same high quality as the Aladdin Household Fixture Sets. High quality and full value has been our aim throughout.



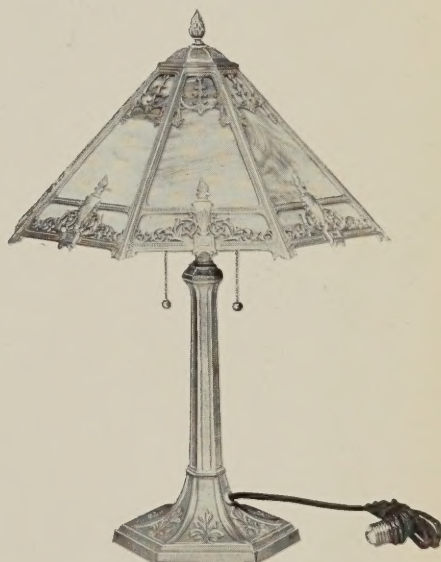
No. LW
Finish, Brushed Brass and Black
or Rich Old Ivory
Height, 21 inches. Diam. of shade, 14 inches.
Wired complete with pull socket, six feet of
silk cord and attachment plug.....\$18.00



No. LX
Finish, Brushed Brass and Black
Height to joint, 9 inches
Wired complete with key socket, six feet of
silk cord and attachment plug.....\$6.00



No. BY
Solid Mahogany base
Polished Mahogany finish. Old Rose or
Old Gold Silk shade
Height, 15 inches. Diam. of shade, 8 inches
Wired complete with pull socket, six feet of
silk cord and attachment plug.....\$10.50



No. LZ
Finish, Brushed Brass and Black
or Rich Old Ivory
Height, 23½ inches
Diam. of shade, 17½ inches
Wired complete with two pull sockets, six
feet of silk cord and attachment plug, \$22.50

COMPLETENESS

A LIVING room can be considered fully furnished only when the lamp properly takes its place on the library table. Then is there that appearance of sumptuous elegance always found in the homes of the fashionable.

And a little boudoir lamp on Milady's dresser goes far toward making her chamber more than a place merely to sleep and dress.

By the use of a harmoniously designed, yet not high-priced lamp, both the bedroom and the living-room can be made cozy and invitingly comfortable homes in themselves.

AT
4100
AL11
1920
COLUMBIA UNIVERSITY



Archie W. Miner,
No. 180 Andover Street,
Wilkes-Barre, Pa.